Easy Listening 2/18
M. Johnston

Anyone Can Fall in Love - Dave Day
Because - Perry Como
Charmaine - Ralph Flanagan
Deep Purple - Art Tatum
Echoes - Ink Spots
Find Me - Rosemary Clooney
Green Sleeves - Mitch Miller
Heaven Has Never Like This - Eddie Fisher
I Want to Thank You Folks - King Cole Trio
Joey's Theme - Sauter-Finnegan
Kiss of Fire - Louis Armstrong
Laura - Woody Herman
My Foolish Heart - Billy Eckstine
No Other Love - Jo Stafford
Out of Nowhere - Errol Garner
Purple Shades - Joni James

S T U D E N T S! M A K E $25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself $25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class –
In history, psych, and ec –
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint – if you can sing your jingle, it's a good one!

Hint – the more jingles you write, the more money you have a chance of making.

Hint – be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included – and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one $25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.
Lucky Strike means fine tobacco
Luckies' cigarette-tearing demonstration
Luckies taste cleaner, fresher, smoother
Be Happy –– Go Lucky
So round, so firm, so fully packed
So free and easy on the draw
Buy Luckies by the carton
Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy –– Go Lucky! Make your next carton

LUCKY STRIKE!

The American Tobacco Company